

**REMARKS**

Claims 1-7, 9-75, and 77-80 stand rejected under 35 USC 103(a) as being unpatentable over Boucher in view of Boylan. This rejection is respectfully traversed.

As previously explained, this application claims methods and systems for increasing the quantity of differentiable programming content in a digital programming stream. The claims of have been amended to specify that a **single** standard digital programming segment is replaced with **a plurality** of smaller component programming segments, and each component programming segment is also a unit of differentiable programming content. By replacing a single standardized digital programming segment with the plurality of smaller component programming segments, the quantity of differentiable programming content is increased. Since neither Boylan nor Boucher disclose or suggest replacing a **single** standard digital programming segment with **a plurality** of smaller component programming segments as claimed, this rejection should be withdrawn.

In view of the above, each of the presently pending claims in this application is believed to be in immediate condition for allowance. Accordingly, the Examiner is respectfully requested to withdraw the outstanding rejection of the claims and to pass this application to issue. If it is determined that a telephone conference would expedite the prosecution of this application, the Examiner is invited to telephone the undersigned at the number given below.

In the event the U.S. Patent and Trademark Office determines that an extension and/or other relief is required, applicants petition for any required relief including extensions of time and authorizes the Commissioner to charge the cost of such petitions and/or other fees due in connection with the filing of this document to **Deposit Account No. 03-1952** referencing docket no. **559442003900**.

Dated: July 19, 2006

Respectfully submitted,

By 

Jonathan Bockman

Registration No.: 45,640

MORRISON & FOERSTER LLP

1650 Tysons Blvd, Suite 300

McLean, Virginia 22102

(703) 760-7769